, WirelessEmporium.com Launches New Wireless Accessories Website

But old-fashioned service and value drive its phone accessory business

Orange, CA – Wednesday, March 29, 2006 – WirelessEmporium.com, Inc., a leading Internet wireless and cellular phone accessory merchant, has grown from a successful start-up in 2001 to a position of prominence in a fast-growing vertical market.

Business partners Eugene E. Ku and Tony S. Lee saw the future of phone and other wireless accessories four years ago when they parlayed their tech backgrounds into Wireless Emporium. Although they founded their business during the 2001 recession, today, they stand at the helm of a million-dollar Internet based wireless and cell phone accessory company proving that good management can overcome bad timing.

""""Our model is not as much 'built"""" on price as it is on value,"""" said Ku, Co-Founder/VP of Marketing and Business Development. """"Value for us, beyond offering a competitive price, includes an industry-setting standard unconditional money-back guarantee and warranty, along with first-class free shipping on every order. These incentives are a permanent part of our business model and create maximum value for our customers, that cannot be found anywhere else online"""" he said.

The company""""s slogan, 'The Best TOTAL Price Online – Everyday,"""" exemplifies the owners"""" commitment to these value propositions. According to them, if a customer perceives good value from a transaction, they will not only purchase more, but will promote your service on your behalf.

""""According to an independent research firm over 700 million cell phones were shipped in 2005 and that figure is projected to rise by 80 million this year,"""" said Lee, Co-Founder/VP of Sales and Merchandising. """"What started out as a functional device has become a personal fashion statement and most accessories play on both roles. For example, many Bluetooth headsets are now smaller, sleeker, and come in different colors. Functional accessories illicit interest while their styling creates the buzz,"""" he said.

About Wireless Emporium, Inc.

Established in 2001, Wireless Emporium, Inc. is a recognized leader in the cell phone accessories and unlocked cell phones market supplying over 30,000 manufacturer-direct products to consumers, businesses, education and government institutions through a portfolio of leading E-Commerce web sites. Their manufacturer-direct product line includes cell phone covers, chargers, batteries, cases and faceplates, screen protectors, bluetooth headsets, data connectivity products and unlocked cell phones at discount prices. The company backs every order with a 100% customer satisfaction guarantee, extended manufacturer warranties and free first class shipping, policies which have set them apart from other online retailers and helped earn over 1 million loyal customers in the US and Canada.

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